

AUG16/12 11.4  
\*\*\* WFTV-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # 6556 SALESMAN # \_\_\_\_\_

| BUYER NAME | <u>MEDIA PLACEMENT</u> |
|------------|------------------------|
|------------|------------------------|

SALES PRSN WA- JOE KNAUER

| CLASS: | NATL. | LOCAL | REGIONAL |
|--------|-------|-------|----------|
|--------|-------|-------|----------|

**Table 1** Demographic characteristics of study population

[illegible]

|          |           |                      |                |
|----------|-----------|----------------------|----------------|
| CITY TAX | STATE TAX | CO-OP BILLING NEEDED | DATE           |
|          |           |                      | AUG16/12 11.41 |

\*\* NEW ORDER \*\*  
 TTLS \$96325..58X  
 PLS CFM, THX 8/16

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019

[illegible]

AGENCY ADVERTISER CODE = 321 AGENCY EST # = 1566  
AGENCY PRODUCT CODE = 340

|   |             |    |          |       |       |   |     |   |
|---|-------------|----|----------|-------|-------|---|-----|---|
| 1 | 1000A-1100A | 30 | \$700.00 | 10/26 | 10/26 | 1 | FRI | 1 |
|---|-------------|----|----------|-------|-------|---|-----|---|

PROGRAM : MILLIONAIRE/FEUD  
CON COM1 : MILLIONAIRE/FEUD

|   |             |    |            |       |       |   |     |   |
|---|-------------|----|------------|-------|-------|---|-----|---|
| 2 | 1135P-1210A | 30 | \$1,200.00 | 10/26 | 10/26 | 1 | FRI | 1 |
|---|-------------|----|------------|-------|-------|---|-----|---|

PROGRAM : ABC-NITELINE<  
CON COM1: ABC-NITELINE<

REP HEADLINE# 6282557  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703 528 7800 FAX# 703 528 7880  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
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| LINE# | REP | CD | TIME PERIOD  | LGTH | SEC | RATE       | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|--|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 3     |     |    | 1100A-1200N<br>PROGRAM : VIEW-ABC<br>CON COM1 : VIEW-ABC                                     | 30   |     | \$1,200.00 | 10/26      | 10/26    | 1       |           | FRI  | 1         |
| 4     |     |    | 1200N-100P<br>PROGRAM : EYEWIT NW-NOON<br>CON COM1 : EYEWIT NW-NOON                          | 30   |     | \$1,100.00 | 10/26      | 10/26    | 1       |           | FRI  | 1         |
| 5     |     |    | 400P-500P<br>PROGRAM : DR. OZ<br>CON COM1 : DR. OZ   | 30   |     | \$1,200.00 | 10/26      | 10/26    | 1       |           | FRI  | 1         |
| 6     |     |    | 500P-600P<br>PROGRAM : EYEWIT NWS-5/EYEWIT NWS-530<br>CON COM1 : EYEWIT NWS-5/EYEWIT NWS-530 | 30   |     | \$2,400.00 | 10/26      | 10/26    | 1       |           | FRI  | 1         |
| 7     |     |    | 600P-700P<br>PROGRAM : EYEWIT NWS-6/ABC-WORLD NWS<br>CON COM1 : EYEWIT NWS-6/ABC-WORLD NWS   | 30   |     | \$3,400.00 | 10/26      | 10/26    | 1       |           | FRI  | 1         |
| 8     |     |    | 700A-900A<br>PROGRAM : GD MRN AMR-ABC<br>CON COM1 : GD MRN AMR-ABC                           | 30   |     | \$2,500.00 | 10/26      | 10/26    | 1       |           | FRI  | 1         |
| 9     |     |    | 900A-1000A<br>PROGRAM : DOCTORS<br>CON COM1 : DOCTORS  | 30   |     | \$750.00   | 10/26      | 10/26    | 1       |           | FRI  | 1         |
| 10    |     |    | 1000A-1100A<br>PROGRAM : MILLIONAIRE/FEUD<br>CON COM1 : MILLIONAIRE/FEUD                     | 30   |     | \$700.00   | 10/29      | 10/29    | 1       |           | MON  | 1         |
| 11    |     |    | 1100A-1200N<br>PROGRAM : VIEW-ABC<br>CON COM1 : VIEW-ABC                                     | 30   |     | \$1,200.00 | 10/29      | 10/29    | 1       |           | MON  | 1         |

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|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 12    |     |    | 1210A-105A<br>PROGRAM : J KIMMEL-ABC<<br>CON COM1: J KIMMEL-ABC<                            | 30   |     | \$500.00   | 10/29      | 10/29    | 1        |           | MON  | 1         |
| 13    |     |    | 1200N-100P<br>PROGRAM : EYEWIT NW-NOON<br>CON COM1: EYEWIT NW-NOON                          | 30   |     | \$1,100.00 | 10/29      | 10/29    | 1        |           | MON  | 1         |
| 14    |     |    | 300P-400P<br>PROGRAM : STEVE HARVEY<br>CON COM1: STEVE HARVEY                               | 30   |     | \$825.00   | 10/29      | 10/29    | 1        |           | MON  | 1         |
| 15    |     |    | 500P-600P<br>PROGRAM : EYEWIT NWS-5/EYEWIT NWS-530<br>CON COM1: EYEWIT NWS-5/EYEWIT NWS-530 | 30   |     | \$2,400.00 | 10/29      | 10/29    | 1        |           | MON  | 1         |
| 16    |     |    | 600A-700A<br>PROGRAM : EYEWIT DAYBRK<br>CON COM1: EYEWIT DAYBRK                             | 30   |     | \$2,500.00 | 10/29      | 10/29    | 1        |           | MON  | 1         |
| 17    |     |    | 600P-700P<br>PROGRAM : EYEWIT NWS-6/ABC-WORLD NWS<br>CON COM1: EYEWIT NWS-6/ABC-WORLD NWS   | 30   |     | \$3,400.00 | 10/29      | 10/29    | 1        |           | MON  | 1         |
| 18    |     |    | 730P-800P<br>PROGRAM : WHEEL-FORTNE<<br>CON COM1: WHEEL-FORTNE<                             | 30   |     | \$4,250.00 | 10/29      | 10/29    | 1        |           | MON  | 1         |
| 19    |     |    | 900A-1000A<br>PROGRAM : DOCTORS<br>CON COM1: DOCTORS  | 30   |     | \$750.00   | 10/29      | 10/29    | 1        |           | MON  | 1         |
| 20    |     |    | 1200N-1230P<br>PROGRAM : EYEWIT NW-NN SA<br>CON COM1: EYEWIT NW-NN SA                       | 30   |     | \$750.00   | 10/27      | 10/27    | 1        |           | SAT  | 1         |

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|-------|-----|----|---|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 21    |     |    | 500A-600A<br>PROGRAM : EYE-W DYBK E<br>CON COM1: EYE-W DYBK E           | 30   |     | \$400.00   | 10/27      | 10/27    | 1       |           | SAT  | 1         |
| 22    |     |    | 500A<br>PROGRAM : CRIMINAL MINDS<br>CON COM1: CRIMINAL MINDS            | 30   |     | \$350.00   | 10/27      | 10/27    | 1       |           | SAT  | 1         |
| 23    |     |    | 700P-800P<br>PROGRAM : JEOPARDY/WHEEL<br>CON COM1: JEOPARDY/WHEEL       | 30   |     | \$1,400.00 | 10/27      | 10/27    | 1       |           | SAT  | 1         |
| 24    |     |    | 1100P-1135P<br>PROGRAM : EYEWITNESS NWS<<br>CON COM1: EYEWITNESS NWS<   | 30   |     | \$3,000.00 | 10/28      | 10/28    | 1       |           | SUN  | 1         |
| 25    |     |    | 1200N-1230P<br>PROGRAM : EYEW NW-NN SU<br>CON COM1: EYEW NW-NN SU       | 30   |     | \$750.00   | 10/28      | 10/28    | 1       |           | SUN  | 1         |
| 26    |     |    | 600P-630P<br>PROGRAM : NEWS<br>CON COM1: NEWS                           | 30   |     | \$2,400.00 | 10/28      | 10/28    | 1       |           | SUN  | 1         |
| 27    |     |    | 600A-900A<br>PROGRAM : EYEW-WK DYBK2<<br>CON COM1: EYEW-WK DYBK2<       | 30   |     | \$1,300.00 | 10/28      | 10/28    | 1       |           | SUN  | 1         |
| 28    |     |    | 1000A-1100A<br>PROGRAM : MILLIONAIRE/FEUD<br>CON COM1: MILLIONAIRE/FEUD | 30   |     | \$700.00   | 10/25      | 10/25    | 1       |           | THU  | 1         |
| 29    |     |    | 1100P-1135P<br>PROGRAM : EYEWITNESS NWS<<br>CON COM1: EYEWITNESS NWS<   | 30   |     | \$3,000.00 | 10/25      | 10/25    | 1       |           | THU  | 1         |

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|-------|-----|----|---|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 30    |     |    | 1100A-1200N<br>PROGRAM : VIEW-ABC<br>CON COM1: VIEW-ABC                                     | 30   |     | \$1,200.00 | 10/25      | 10/25    | 1        |           | THU  | 1         |
| 31    |     |    | 1210A-105A<br>PROGRAM : J KIMMEL-ABC<<br>CON COM1: J KIMMEL-ABC<                            | 30   |     | \$500.00   | 10/25      | 10/25    | 1        |           | THU  | 1         |
| 32    |     |    | 1200N-100P<br>PROGRAM : EYEWIT NW-NOON<br>CON COM1: EYEWIT NW-NOON                          | 30   |     | \$1,100.00 | 10/25      | 10/25    | 1        |           | THU  | 1         |
| 33    |     |    | 300P-400P<br>PROGRAM : STEVE HARVEY<br>CON COM1: STEVE HARVEY                               | 30   |     | \$825.00   | 10/25      | 10/25    | 1        |           | THU  | 1         |
| 34    |     |    | 500P-600P<br>PROGRAM : EYEWIT NWS-5/EYEWIT NWS-530<br>CON COM1: EYEWIT NWS-5/EYEWIT NWS-530 | 30   |     | \$2,400.00 | 10/25      | 10/25    | 1        |           | THU  | 1         |
| 35    |     |    | 530A-600A<br>PROGRAM : EYWT DYBK 530A<br>CON COM1: EYWT DYBK 530A                           | 30   |     | \$1,200.00 | 10/25      | 10/25    | 1        |           | THU  | 1         |
| 36    |     |    | 600A-700A<br>PROGRAM : EYEWIT DAYBRK<br>CON COM1: EYEWIT DAYBRK                             | 30   |     | \$2,500.00 | 10/25      | 10/25    | 1        |           | THU  | 1         |
| 37    |     |    | 700P-730P<br>PROGRAM : JEOPARDY<br>CON COM1: JEOPARDY                                       | 30   |     | \$4,250.00 | 10/25      | 10/25    | 1        |           | THU  | 1         |
| 38    |     |    | 700A-900A<br>PROGRAM : GD MRN AMR-ABC<br>CON COM1: GD MRN AMR-ABC                           | 30   |     | \$2,500.00 | 10/25      | 10/25    | 1        |           | THU  | 1         |

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| 39    |     |    | 730P-800P<br>PROGRAM : WHEEL-FORTNE<<br>CON COM1: WHEEL-FORTNE<         | 30   |     | \$4,250.00 | 10/25      | 10/25    | 1        |           | THU  | 1         |
| 40    |     |    | 900A-1000A<br>PROGRAM : DOCTORS<br>CON COM1: DOCTORS                    | 30   |     | \$750.00   | 10/25      | 10/25    | 1        |           | THU  | 1         |
| 41    |     |    | 1000A-1100A<br>PROGRAM : MILLIONAIRE/FEUD<br>CON COM1: MILLIONAIRE/FEUD | 30   |     | \$700.00   | 10/23      | 10/23    | 1        |           | TUE  | 1         |
| 42    |     |    | 1135P-1210A<br>PROGRAM : ABC-NITELINE<<br>CON COM1: ABC-NITELINE<       | 30   |     | \$1,200.00 | 10/23      | 10/23    | 1        |           | TUE  | 1         |
| 43    |     |    | 1100A-1200N<br>PROGRAM : VIEW-ABC<br>CON COM1: VIEW-ABC                 | 30   |     | \$1,200.00 | 10/23      | 10/23    | 1        |           | TUE  | 1         |
| 44    |     |    | 1200N-100P<br>PROGRAM : EYEWIT NW-NOON<br>CON COM1: EYEWIT NW-NOON      | 30   |     | \$1,100.00 | 10/23      | 10/23    | 1        |           | TUE  | 1         |
| 45    |     |    | 300P-400P<br>PROGRAM : STEVE HARVEY<br>CON COM1: STEVE HARVEY           | 30   |     | \$825.00   | 10/23      | 10/23    | 1        |           | TUE  | 1         |
| 46    |     |    | 400P-500P<br>PROGRAM : DR. OZ<br>CON COM1: DR. OZ                       | 30   |     | \$1,200.00 | 10/23      | 10/23    | 1        |           | TUE  | 1         |
| 47    |     |    | 530A-600A<br>PROGRAM : EYWT DYBK 530A<br>CON COM1: EYWT DYBK 530A       | 30   |     | \$1,200.00 | 10/23      | 10/23    | 1        |           | TUE  | 1         |

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|-------|-----|----|---|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 48    |     |    | 600A-700A<br>PROGRAM : EYEWIT DAYBRK<br>CON COM1: EYEWIT DAYBRK                           | 30   |     | \$2,500.00 | 10/23      | 10/23    | 1       |           | TUE  | 1         |
| 49    |     |    | 700A-900A<br>PROGRAM : GD MRN AMR-ABC<br>CON COM1: GD MRN AMR-ABC                         | 30   |     | \$2,500.00 | 10/23      | 10/23    | 1       |           | TUE  | 1         |
| 50    |     |    | 1000A-1100A<br>PROGRAM : MILLIONAIRE/FEUD<br>CON COM1: MILLIONAIRE/FEUD                   | 30   |     | \$700.00   | 10/24      | 10/24    | 1       |           | WED  | 1         |
| 51    |     |    | 1135P-1210A<br>PROGRAM : ABC-NITELINE<<br>CON COM1: ABC-NITELINE<                         | 30   |     | \$1,200.00 | 10/24      | 10/24    | 1       |           | WED  | 1         |
| 52    |     |    | 1100A-1200N<br>PROGRAM : VIEW-ABC<br>CON COM1: VIEW-ABC                                   | 30   |     | \$1,200.00 | 10/24      | 10/24    | 1       |           | WED  | 1         |
| 53    |     |    | 1200N-100P<br>PROGRAM : EYEWIT NW-NOON<br>CON COM1: EYEWIT NW-NOON                        | 30   |     | \$1,100.00 | 10/24      | 10/24    | 1       |           | WED  | 1         |
| 54    |     |    | 400P-500P<br>PROGRAM : DR. OZ<br>CON COM1: DR. OZ   | 30   |     | \$1,200.00 | 10/24      | 10/24    | 1       |           | WED  | 1         |
| 55    |     |    | 600P-700P<br>PROGRAM : EYEWIT NWS-6/ABC-WORLD NWS<br>CON COM1: EYEWIT NWS-6/ABC-WORLD NWS | 30   |     | \$3,400.00 | 10/24      | 10/24    | 1       |           | WED  | 1         |
| 56    |     |    | 700P-730P<br>PROGRAM : JEOPARDY<br>CON COM1: JEOPARDY                                     | 30   |     | \$4,250.00 | 10/24      | 10/24    | 1       |           | WED  | 1         |

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|--------------------------|-----|----|-------------|------|-----|------------|------------|----------|----------|-----------|------|-----------|
| 57                       |     |    | 700A-900A   | 30   |     | \$2,500.00 | 10/24      | 10/24    | 1        |           | WED  | 1         |
| PROGRAM : GD MRN AMR-ABC |     |    |             |      |     |            |            |          |          |           |      |           |
| CON COM1: GD MRN AMR-ABC |     |    |             |      |     |            |            |          |          |           |      |           |
| 58                       |     |    | 900A-1000A  | 30   |     | \$750.00   | 10/24      | 10/24    | 1        |           | WED  | 1         |
| PROGRAM : DOCTORS        |     |    |             |      |     |            |            |          |          |           |      |           |
| CON COM1: DOCTORS        |     |    |             |      |     |            |            |          |          |           |      |           |
| OCT/12                   |     |    | 78700.00    |      |     | NOV/12     |            |          | 17625.00 |           |      |           |
| CONTRACT TOTAL           |     |    |             |      |     |            |            |          |          |           |      | 96325.00  |
| TOTAL SPOTS              |     |    |             |      |     |            |            |          |          |           |      | 58        |

MARKET TOTALS \$283,308 WFTV 34% WKMG 18% WESH 21% WOFL 15% WKCF 2% WRBW 5% CABL 5%  
WOPX 0% WRDQ 0% EFTV 0%

SVC- NSI  
DEMOS- RA35+\*